
2020 Plan Update

Citywide Implementation Plan (2015-2019)

Presentation By:

Community & Economic Development Department

Week of October 20-24, 2014

Presentation Overview

- Plan Update purpose
- Process & timeline
- Recommended Strategies for 2015-2019

Purpose

Plan Update Purpose

- Planning is Ongoing
- **Evaluate** the existing Comprehensive Plan
 - Affirm/adjust vision
 - Affirm/adjust strategies
- **Align** the Comprehensive Plan with other City of Rockford planning efforts

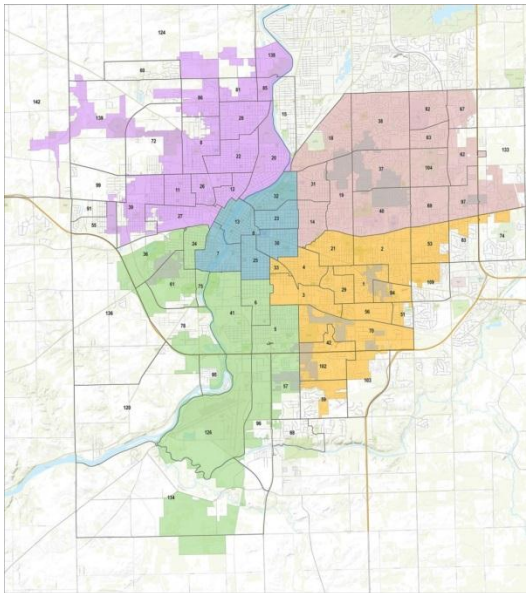
Implementation Planning

Citywide
Comprehensive
Plan

20-30 year Outlook

Citywide
Implementation Plan

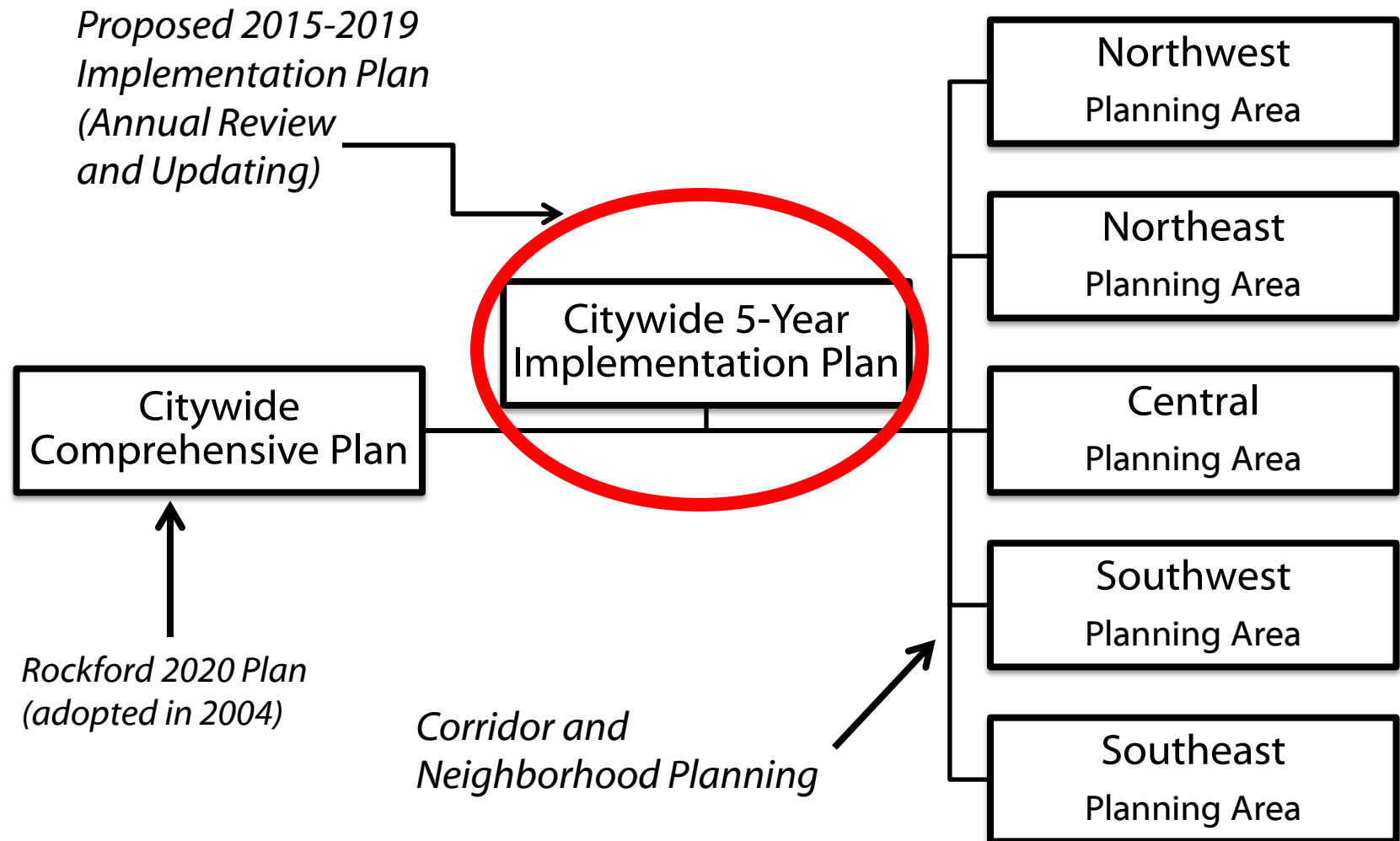
5-Year Planning



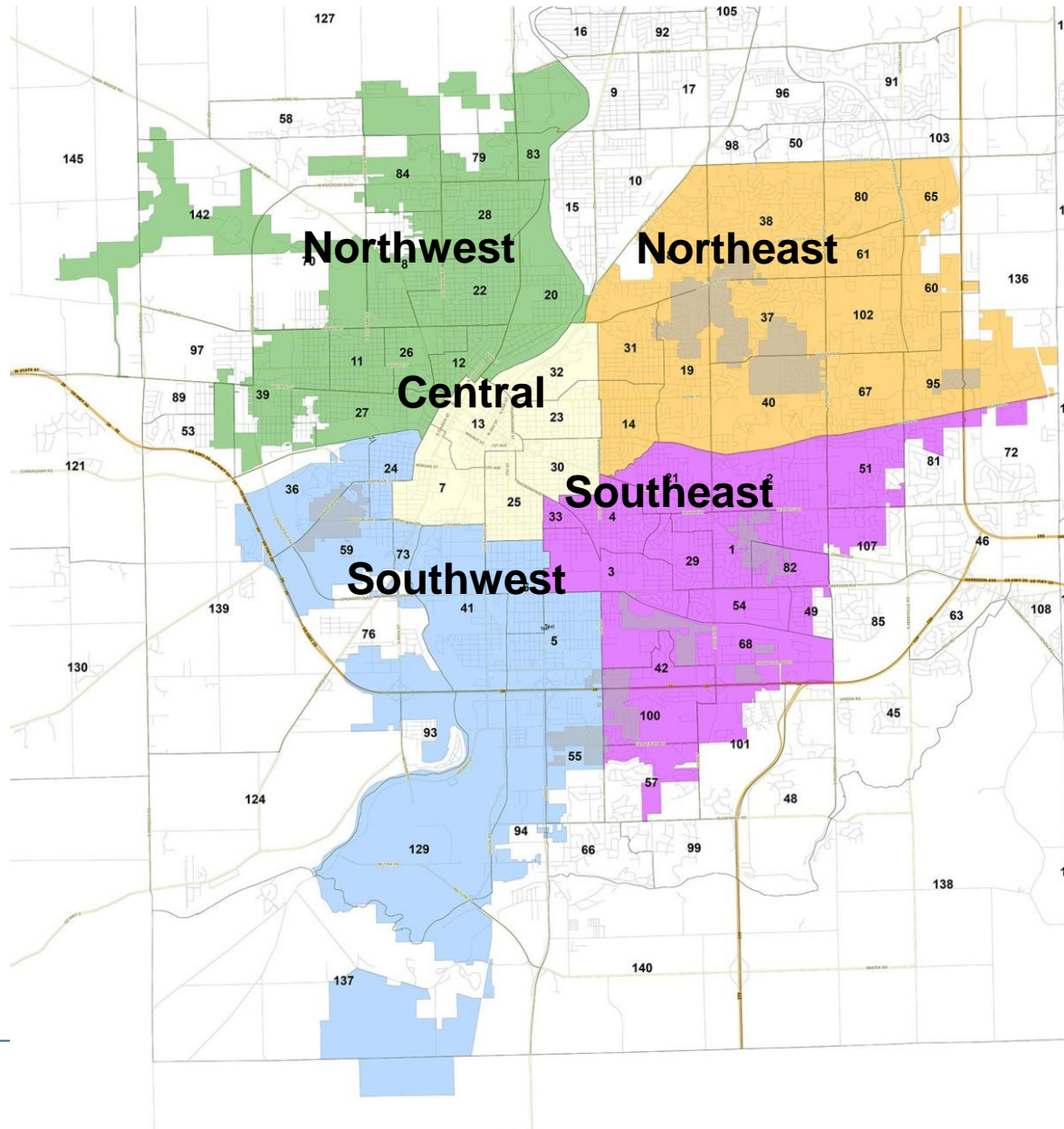
Implementation Planning:

- **Focuses** the Comprehensive Plan's broad recommendations more **specifically** and **geographically**.
- **Synchronized** with Consolidated Plan & Capital Improvement Program

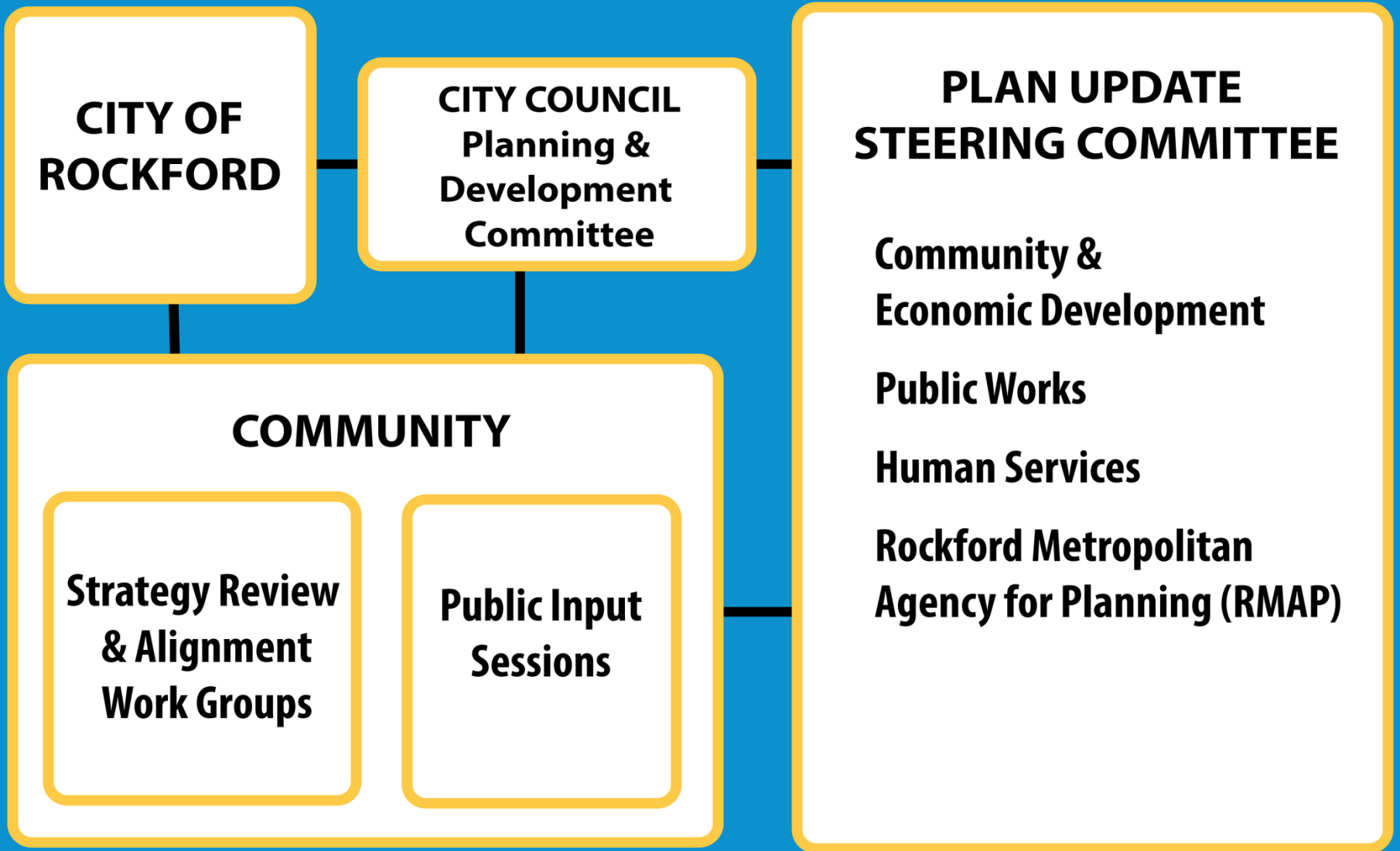
Citywide Implementation Plan



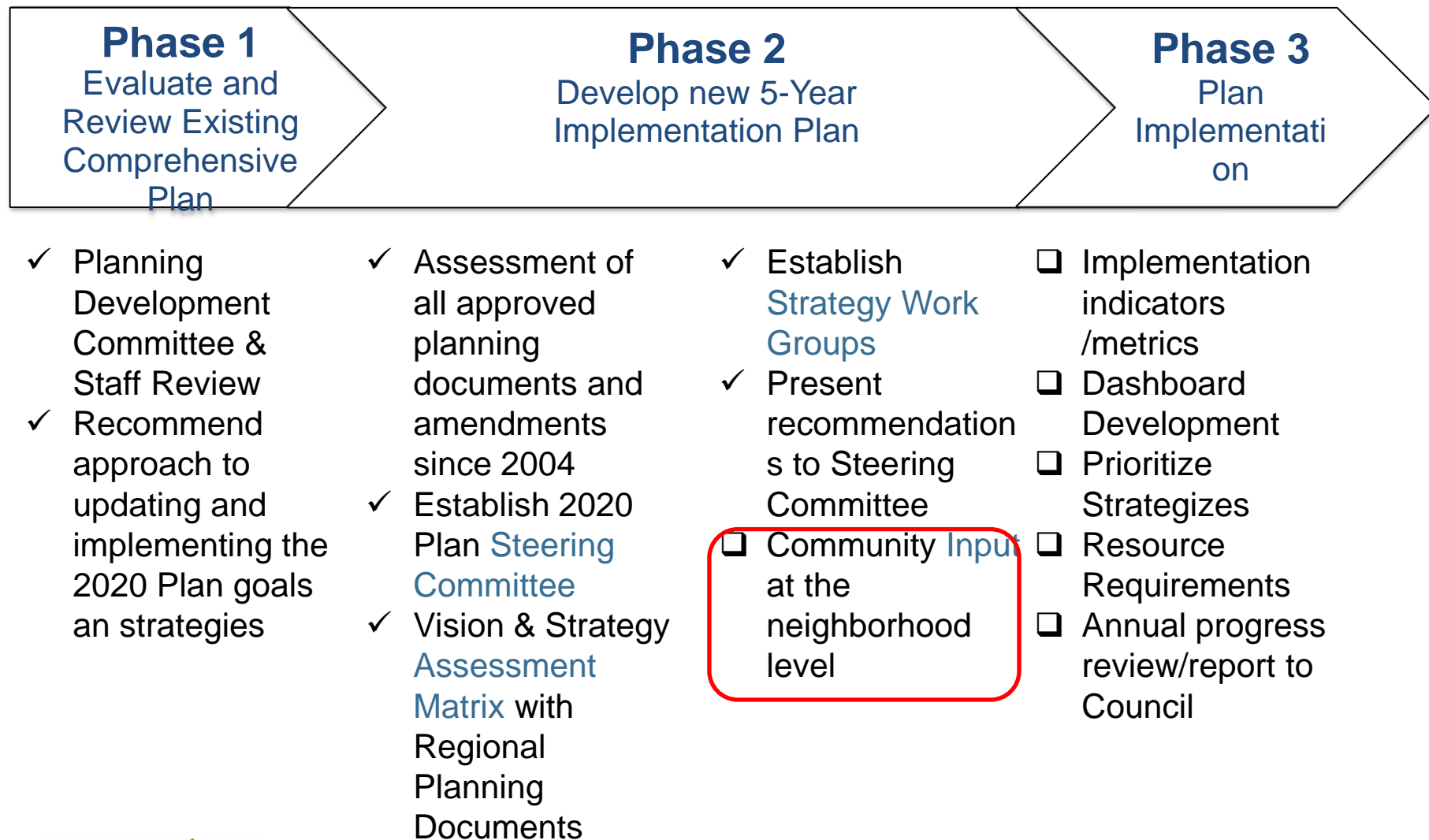
Planning Areas Map



Process & Timeline



Plan Update Process & Timeline



Analysis Framework



Transportation



Energy



Built Environment



Housing



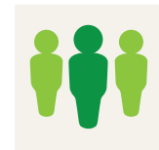
Biodiversity



Education



Waste



Civic Vitality



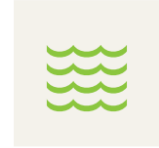
Health



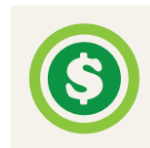
Culture



Land



Water



Economic Development



Technology



Food



Safety

Priorities Alignment Work Groups



Alignment

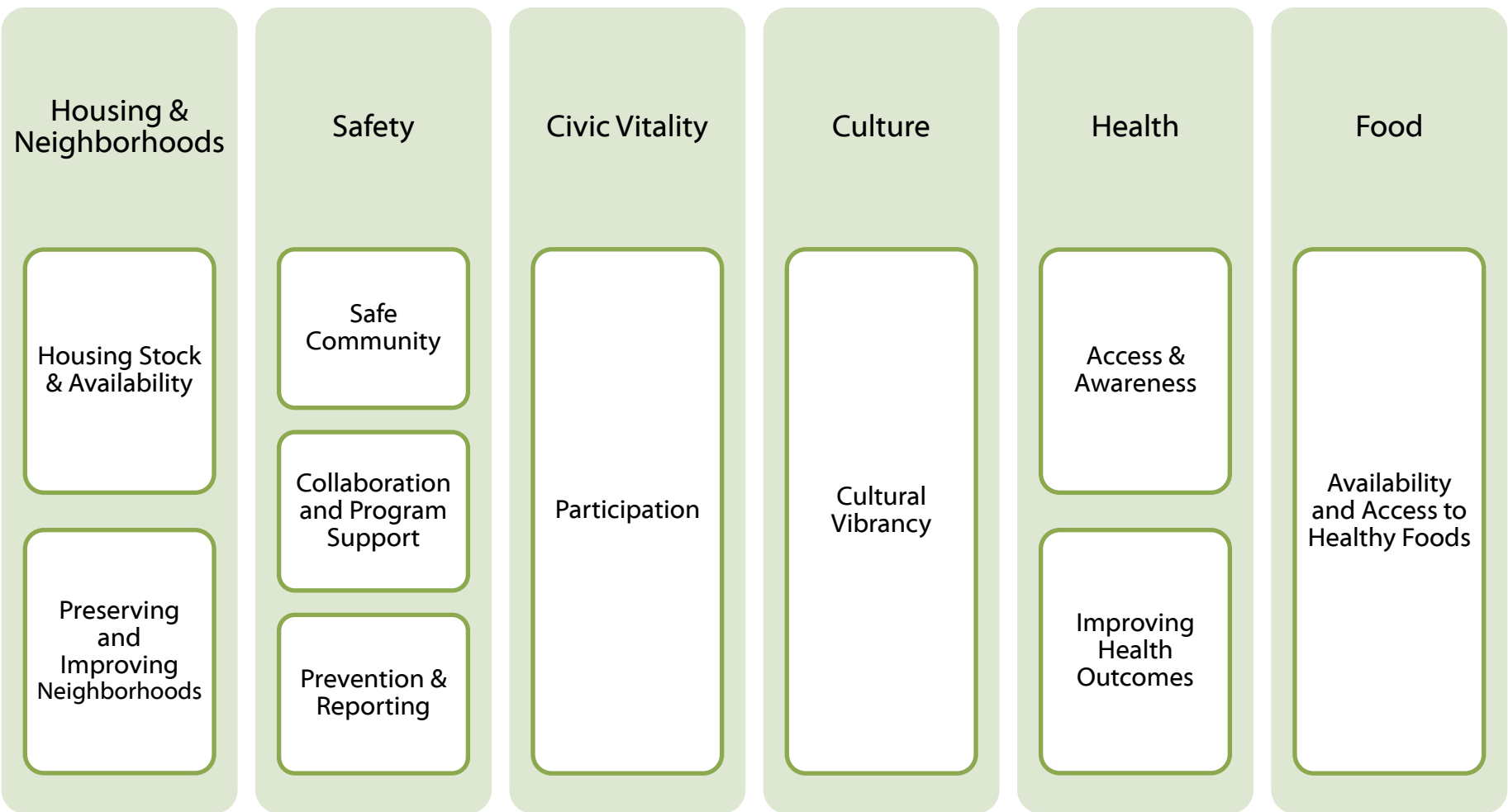
- Evaluated seven (7) local/regional plans:
 - **Consolidated Plan/Annual Action Plan** (*City of Rockford*)
 - **Strategic Development Framework** (*Rockford Park District*)
 - **2030 Land Resource Management Plan** (*Winnebago County*)
 - **2010-2015 Comprehensive Economic Development Strategy** (*RREDD*)
 - **Rockford Region Strategic Diversification Plan** (*RAEDC*)
 - **Regional Plan for Sustainable Development** (*RMAP*)
 - **2040 Long Range Transportation Plan** (*RMAP*)

Proposed Document Components

- **Citywide Implementation Plan (2015-2019)**
 - **Goals & Principles** – *Primary Outcome*
 - **Strategies** – *Approach to achieving the goal*
 - **Action** – *measurable step to achieve the strategies*
 - **Tactics** – *the method to pursue an Action associated with a strategy (i.e., codes, regulations, public funding/incentives)*
 - **Timeline & Resource Identification** – *Milestone Dates, Lead Agency/Partners, and recommended funding source*

Recommended Strategies for 2015-2019

Social



Example Recommended Strategies

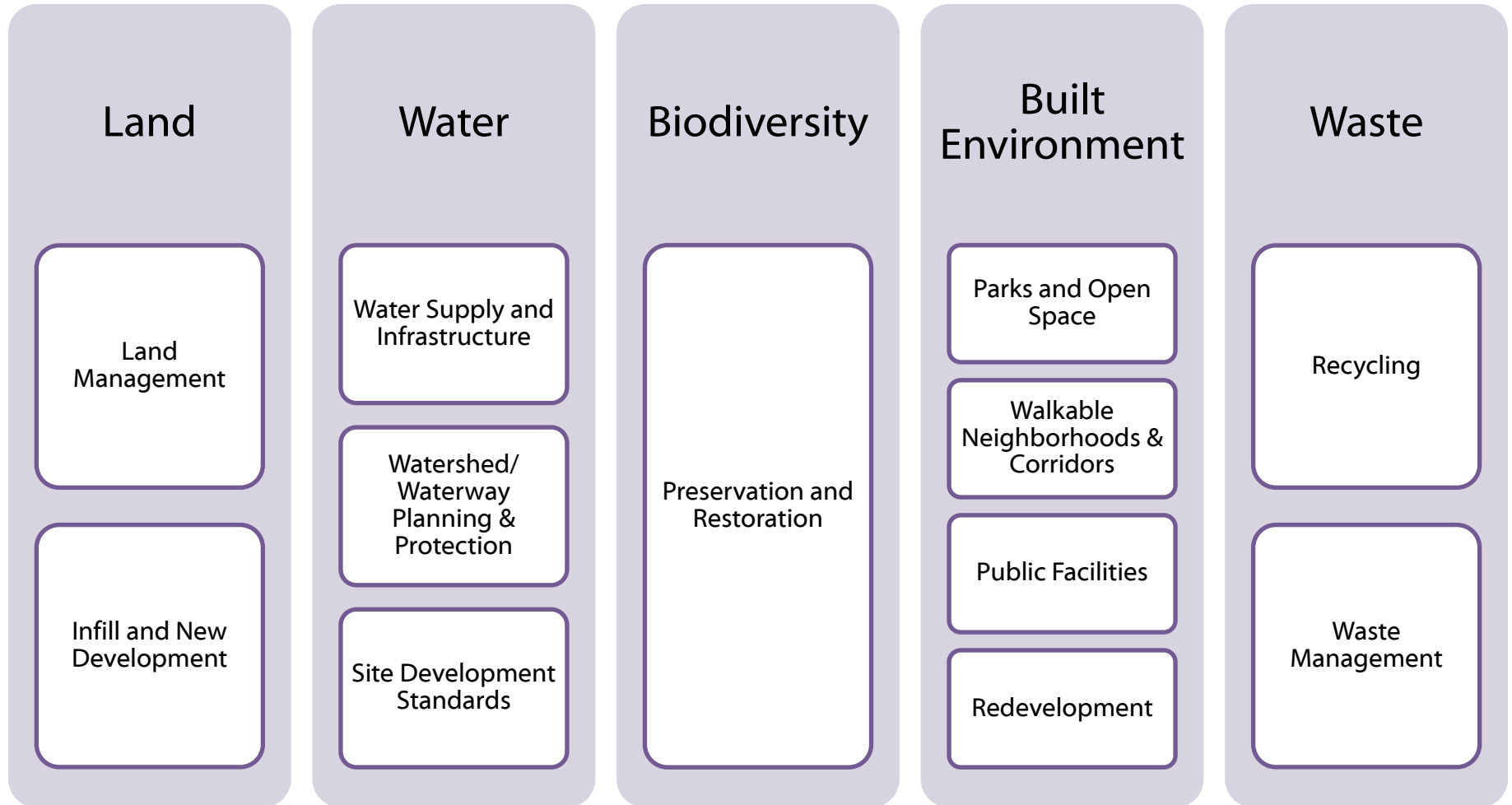
Housing Stock & Availability

- **1.1** Stabilize and upgrade existing housing stock by rehabilitation or demolition.
- **1.9** Stabilize and upgrade existing neighborhood commercial centers and corridors.

Access to Health Foods

- **6.1** Provide convenient access to healthy food for all residents.
- **6.2** Support and expand the location of weekday and weekend farmer's markets.
- **6.3** Identify City-owned properties suitable for urban agriculture and community gardens.

Environmental



Example Recommended Strategies

Land Management

- **7.1** Reduce surplus City-owned land and structures and return publically owned vacant parcels to taxable status.
- 7.2** Promote targeted infill development in all Planning Areas.

Parks and Open Space

- **10.9** Continue assessment, remediation and redevelopment of brownfield sites.
- 10.10** Consolidate smaller parcels of land where feasible to promote redevelopment.
- 10.11** Leverage public sector infrastructure development for private investment in stable and declining Planning Areas.
- 10.12** Incentivize development in Planning Areas where investment is stagnant or declining.

Economic

Transportation

Infrastructure
Network
Improvements

Multiple Transit
Options

Complete Streets

Education

Pre-K through
12th Grade

Post Secondary

Economic Development

Site Readiness

Business
Development and
Growth

Workforce
Development

Historic
Preservation and
Redevelopment

Technology

Telecommunication
and Broadband

Business

Energy

Sources

Delivery

Example Recommended Strategies

Complete Streets

- **12.6** Improve pedestrian connections and safety across major right-of-ways.
- **12.8** Maintain and expand on and off-street networks servicing pedestrians and bicyclists.
- **12.9** Collaborate with the Rockford Public Schools to improve pedestrian access between schools and neighborhoods.

Site Readiness

- **14.1** Reposition former industrial sites and areas for new users.
- **14. 6** Attract more essential services (i.e., including but not limited to groceries, laundry and dry cleaning facilities, and pharmacies) to currently underserved Planning Areas.
- **14.9** Align local startup and expansion capital to encourage and accelerate entrepreneurial growth.

Next Steps

- Steering Committee will **review** your feedback on the strategies and **adjust** strategies as needed
- **Develop** Draft Implementation Plan
 - Goals, Strategies, Action, Tactics, Timeline and Resources
- **Submit** Implementation Plan for Council Approval – January 2015

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Comments/Questions?